

**ROUs: 1110 / 1210 / 1310 / 1710**

**Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet**

<u>Sales</u>		<u>Retail</u>	
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# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 3, 1998

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

**MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)**

Dear Paul:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

**PRODUCT ARRIVAL DATE: APRIL 27, 1998**

**RETAIL DISTRIBUTION DATE: MAY 11, 1998**

		#/SALEM Cases Per Style				\$ Amount
	PO #	MEN 85	MEN 100	MEN LT 85	MEN LT 100	
		2419	2419	2419	2419	
		4	5	6	7	
PRODUCT	ER3264-01	52	35	66	41	\$60,172.9 5

RJR will reimburse you \$4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **\$921.50 (194 (6M) case(s) @ \$4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

51853 4900

-2-

McLane NE  
MAY Salem Tear Tape

**\* \* \* *UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL  
PRODUCT DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED* \* \* \***

**PROMOTION DESCRIPTION:**

***SHIP THE NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.***

***RETAILER WILL PLACE INTO SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION.***

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams  
cc: R. Donahue / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

**ROUs: 1110 / 1210 / 1310 / 1710**  
Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51853 4901

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL 100 (UPC #12300-24195)

MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)

RETAIL DISTRIBUTION DATE: 5/11/98

RETAIL DISTRIBUTION DATE: 5/11/98				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	# CARTONS TO SHIP TO EACH ACCOUNT	TOTAL # CARTONS													
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O G A	PA	RI	VT
A-PLUS/ SUNOCO	319	See List	555	1	3	31			2	28	121			365	4	
COASTAL MART	23	See List	68							39				29		
COOKS CONVENIENT	6	See List	8								8					
COUNTRY FAIR	71	See List	246								10	23		213		
EXPRESS MART	44	2	88								88					
J MART	8	1	8								8					
KRAUSZERS	6	See List	10	10												
MANLEYS	12	See List	10								10					
MOBIL / ON THE RUN	33	See List	38	4							31				3	
INDEPENDENTS & SMALL CHAINS	24	See List	23	1		1	5			3	7			4		2
TOTALS	546		1054	16	3	32	5	0	2	70	283	23	0	611	7	2

51853 4902

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MEN LIGHT KG (UPC #12300-24196)

MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)

RETAIL DISTRIBUTION DATE: 5/11/98

RETAIL DISTRIBUTION DATE: 5/11/98				NUMBER OF DISPLAYS PER GROUP PER STATE													
CHAIN NAME	NO. OF STORES	# CARTONS TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O G A	PA	RI	VT	
A-PLUS/ SUNOCO	319	See List	1164	2	9	56			4	43	196			845	9		
COASTAL MART	23	See List	149							81				68			
COOKS CONVENIENT	6	See List	13								13						
COUNTRY FAIR	71	See List	389								16	39		334			
EXPRESS MART	44	2	88								88						
J MART	8	1	8								8						
KRAUSZERS	6	See List	21	21													
MANLEYS	12	See List	19								19						
MOBIL / ON THE RUN	33	See List	86	5							78				3		
INDEPENDENTS & SMALL CHAINS	24	See List	62	1		5	4			17	20			13		2	
TOTALS	546		1999	29	9	61	4	0	4	141	438	39	0	1260	12	2	

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL LT 100 (UPC #12300-24197)

MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)

RETAIL DISTRIBUTION DATE: 5/11/98

RETAIL DISTRIBUTION DATE: 5/11/98

CHAIN NAME	NO. OF STORES	# CARTONS TO SHIP TO EACH ACCOUNT	TOTAL # CARTONS	NUMBER OF DISPLAYS PER GROUP PER STATE													
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O G A	PA	RI	VT	
A-PLUS/ SUNOCO	319	See List	654	1	3	36				2	25	136			447	4	
COASTAL MART	23	See List	84								53				31		
COOKS CONVENIENT	6	See List	13									13					
COUNTRY FAIR	71	See List	279									10	23		246		
EXPRESS MART	44	2	88									88					
J MART	8	1	8									8					
KRAUSZERS	6	See List	15	15													
MANLEYS	12	See List	12									12					
MOBIL / ON THE RUN	33	See List	49	4								42				3	
INDEPENDENTS & SMALL CHAINS	24	See List	39	2		2	4				8	13			9		1
TOTALS	546		1241	22	3	38	4	0	2	86	322	23	0	733	7	1	